

## POSITION

Title: Specialist, Business Development

Reporting To: Director, Marketing & Business Development

Status: Temporary 15-month Contract, Full-Time, Hybrid – at least 3 days a week in-office.

Occasional evening and weekend availability as required.

## ABOUT THE ROLE

The Specialist, Business Development plays a key part in managing administrative functions, including client communication, event planning, and lead generation. Responsibilities include coordinating sales trips and events, managing client correspondence, and the management of the CRM database. The position will also support in providing ongoing assistance to the business development team by delivering efficient and detailed work that supports the business plan objectives and annual targets. High attention to detail, initiative, and a commitment to excellence are essential.

## DUTIES & RESPONSIBILITIES

- Performs a broad range of administrative duties as specified by the Director, Marketing & Business Development including lead preparation (including research) and distribution, managing client, member, and partner correspondence, reporting, and the preparation of Bid Books and follow-up communication with clients and with members.
- Contributes to sales trip & event preparation, planning and follow-up, related telephone and email communication and support.
- Manages the administration of the Richmond Business Events Incentive Fund, including liaising with applicants, recording and tracking submissions, creating documentation such as Letters of Intent and funding agreements, securing the required approvals, and helping to maintain funding documentation.
- Contribute to managing the CRM database and developing and implementing best practices, including creating new accounts, linking leads, updating lead statuses, and related reporting on several metrics.
- Helps to manage the Business Development team's budget with guidance/support of the Director, Marketing & Business Development; this includes managing budgets for assigned projects, such as site visit spending and annual Meeting Planner FAM (Familiarization) client trip.
- Works with the team (and external partners as needed) to organize and support in-market tradeshow, digital events, sponsored activations, and sales missions including registration, shipping of collateral, promotional items, and tradeshow booths, as well as any communication pre and post the event.
- Works with the Business Development team as needed on promotional activities including invitations, liaising with clients and event arrangements, and related communications.
- Manages planning and hosting of site inspections and familiarization (FAM) trip itineraries.
- Assists with the research and information gathering process of the sales & market lead development.
- Works collaboratively with the Business Development and Marketing Team (as needed) on the maintenance and coordination of external sales channels including business development web pages, listings, digital and print collateral and advertising partnerships.

## Other Responsibilities

- Supports the Tourism Richmond team where needed, including but not limited to, planning events, stakeholder outreach and communications.

- Participate in internal and external meetings and events as required.
- Some weekend or evening work may be required from time to time, and some travel.
- Other duties and tasks as assigned.

*The list of duties and responsibilities described above is not intended to be all-inclusive and may be expanded/modified from time to time as required by Tourism Richmond.*

## **QUALIFICATIONS**

- 3 years experience within a sales or events team preferably in tourism, hospitality, or a similar field.
- Completion of a post-secondary program in Tourism/hospitality/business and/or equivalent experience.
- Demonstrated client focus, with creative solution-driven approaches.
- Open and approachable personality with the ability to form positive working relationships with fellow team members, stakeholders, partners, and clients.
- Excellent verbal and written communication skills.
- Strength in attention to detail and accuracy of work and reports.
- Reliable self-starter with the ability to adapt to a changing environment.
- Strong interpersonal, problem-solving and decision-making skills.
- Experience with project management is considered an asset.
- Able to work well independently yet co-operatively; consistently committed to individual, team, and corporate excellence; and always acts in a professional manner.
- Strong technological aptitude with working knowledge of databases, (Microsoft Office Suite including Word, Excel, and PowerPoint and Adobe Acrobat (Adobe Acrobat PRO is an asset).

*The job description may change at the discretion of Tourism Richmond.*